Brooklyn Advertisements.

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Furniture News For Would-Be Comfortable Homes.

An Exceptional Offer in LACE CURTAINS and PORTIERES.

Our Watchfulness is Constant; Hence the Fact That We Are Showing Exclusive Patterns and Designs in Our Various Departments.



CUSTOM TAILORING. Winter Overcoats to Order \$13.50 Raglans to Order \$15.50

Positively worth \$22.00 and \$25.00. This offer will hold good for a short time only. Leave your Order NOW, and have your coat when you need it.

Over 40 different Strictly All Wool Overcoatings to choose from, including vicunas, friezes, Meltons, kerseys, whipcords and coverts, in Oxford and Cambridge grays, black, blue, seal and olive brown and tan. They will be made up in superb style by expert tailors, have guaranteed satin sleeve lining, extra grade of Italian cloth body lining and fine velvet collar, for any size up to and including 44 chest or waist.

OVERCOATS, \$13.50.

RAGLANS, \$15.50.

Extra large sizes at slight advance. Samples of cloth given for comparison. MEN'S SUITS "READY TO WEAR.

At \$11.95, the usual \$16.50 kind, Suits that are perfect in fit, splendidly tailored, made to retain their shapes; the materials are Oxfords, Vicuna and Melton, fancy worsted and cheviots, black thibet and undressed worsted; they are peerless at the \$11.95

\$3,50 FANCY VESTS AT \$2.50.

Cut in the correct double-breasted style of handsome designed worsted and silk mixtures and velour cassimere vestings, usually sold at \$3.50; to-morrow at \$2.50

BOYS' CLOTHES.

The backwardness of the season is responsible for these Extraordinary Offerings; former low prices made still lower.

OVERCOATS AT \$3.98 (AGES 3 TO 16). Blue kersey, all wool, stylishly cut, comfortable and serviceable, and worth \$5.50; \$3.98

\$5.00 REEFERS AT \$3.98.

\$5.50 DOUBLE-BREASTED SUITS at \$3.98

75c. KNEE PANTS AT 49c.

They're of all wool blue cheviot, made with taped seams and elastic waistbands, ages 3 49c

AUTUMN FURNITURE SALE.

The response to our Annual Autumn Sale was beyond our expectations, and we are quoted as showing the best selected, largest assortment of Up-to-date Furniture at 10% to 40% less than usual prices. The following is an example how cheap you can buy Furniture that is guaranteed to last, the best that is made of its kind:

An Opportunity to Buy Brass Beds | Combination Desk and Bookcase.



Hair Mattress, full size, two parts, black hair, covered in best ticking. \$9.98, \$11.75, \$13.75, \$17.00, \$20.00 and \$22.50

\$25.00 Dressers, \$19.98.



Maple, Solid Mahogany and Quarter-sawed Golden Oak, Berpen tine Front, 24 x 80 Oval French Plate Bevel Mirrot, all veneered, handsome Dresser, wort \$25.00, eals price, \$19.98

\$23.00 Chiffoniers, \$17.50.

Six-drawer, large chiffonier, full swell front, elegant quarter-sawed oak and solid mahogany. else 73 inc ies high. 83 inches wide, 20116 French bevel plate mirror, cheap at \$23.00, sale price,

\$17.50



Chance to Buy Parlor Suits

Great Saving. \$65.00

and mahogany

finish, 74 inches

high, 40 inches

wide, shaped

Prench bevel

plate mirror, ad-

justable shelves

in bookcase, usu

al price, \$20.00,

\$14.98.

special.



\$22.50 Couches, \$14.98.



of this style, which have just arrived from a reliable nanufacturer, who guarantees them for two years. This is the last lot there ever will be, so bought them at 40% less than regular prices. 30 inches wide, 76 inches long: spring edge, very comfortable, a handsome quarter, sawed, ask, claw foot trame; have quarter, sawed, ask, claw foot trame; have

FULTON STREET, GALLATIN PLACE, LIVINGSTON AND SMITH STREETS, BROOKLYN.

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BRAHAM AND STRAUS

Store Closed All Day Tuesday

OPENING --- A WEEK OF MARVELOUS VALUE GIVING



labor to conform it to, and, where possible, improve upon the characteristics of the older parts of the establishment. To-morrow, with the various parts more harmoniously knit together, with many, though not all of the rough edges smoothed away, we hold formal opening.

To Brooklyn now belongs the largest, the best equipped, the most upto-date mercantile establishment in the Greater New York, and we are quite within bounds when we say the equal of any in the world. The news columns of to-day's papers emphasize more elaborately than we can do here the charm and the completeness of the enlarged Abraham and Straus establishment.

We realize, however, that bigness is not always greatness; that the diamond must be worthy of the setting, the merchandise co-ordinate with the store. So with increased size has come still greater effort to make each store in this aggregation of stores as complete as human intelligence and concentrated endeavor can achieve. Each branch of the business is regarded and studied as a specialty and our best efforts are combined with those of the most experienced company of experts ever assembled to produce a merchandise completeness in harmony with the beautiful surroundings.

We are pardonably proud of our achievements and thankful to the people of Brooklyn for making them possible. It has been our endeavor to gain for Brooklyn the greatest mercantile establishment in this vicinage and in the accomplishment of this endeavor the borough of the greater city which, we believe, at no distant date is to become the greatest borough in the greatest city in the world, is to be congratulated equally with ourselves. Thirtyfive years have we deait with the people of Brooklyn. For thirty-five years they have been our friends, inspiring us by their trust, their confidence, their vigorous faith in our performance to steadily increasing efforts for their better service, toward the perfect store. Again and again many well meaning friends have regarded our periodical additions as bordering on recklessness, yet we even builded better than we knew, for each successive expenditure. however large, was met with an immediate response.

We have not yet attained the ideal stores no doubt we never will; but our friends and we are vain enough to believe they are legion, will hold with us that we have given to Brooklyn a store surpassing in comfort and service the best of other stores anywhere.

Men's Custom Tailoring.

Overcoats and Suits to order—each at at a money saving.

The Overcoats will be made from high grade cheviets, vicunas, meltons and kerseys in all the fashionable colorings and weaves. The fabrics were made in one of the best of American mills and very few imported cloths are better—none handsomer. In fit, style, finish and general effect these Coats will have the characteristics of the best of custom made garments. The fining will be extra heavy satin that will give satisfactory wear. Prices for these Overcoats ordinarily would be \$30 to \$40. Want you to know more about the Tailoring Store, so to-morrow choose at \$25.00.

The Suite are to be made from any of seventeen styles of Rock Mills cheviots and cassimeres in checks, plaids, stripes and overplaids that are bright and new Overcoats and Suits to order-each a and overplaids that are bright and new and handsome. Former prices for such Suits were \$32 and \$35. Choose now and the Tailoring Store will guarantee to suit you. Price will be \$25.00 Second for rear, East Building.

Girls' Smartest Clothes. How Little Priced Fere.

Suits-Capes-Jackets-bargains all. This Store of Girls' Wear has never been so ready with money saving opportunities in the specially wanted garments for now and the specially wanted garments to later. This way:
Suits of excellent homespun; the new fashioned blouse jacket trimmed with gilt buttons and lined entirely with satin rhadame; skirts the new model flare effect. lined with percaline and velveteen bound; sizes 14 and 16 years; colors, blue, brown and Oxford, and the price exceedingly low at the color of the price of th

ceed ngly low at. S6.05.
Golf Capes of very desirable plaid back materials: straight and flounce styles; excellently made and finished and excellently made at. S4.05

Fur Coats & Neckwear

Much Under Usual.

These hints of the remarkable under-Fur Neck wear and Muffs. Mink Cluster Scari, broad pattern, can be worn either up or down, trimined with S full fox tails and chain; value \$10.00 at S1.45
Mink Cluster Scari, broad pattern, can be worn either up or down, triamed with 10 natural mink tails and chain; value \$12.56, at S9.45 sl2.50. at. S0.45

Alaska Sable Cluster Scarf trimmed with eight natural Alaska Sable tails and chain; value \$9.00. at. S6.95

Alaska Sable Muffs, full size, down sturfed; value \$5.00. at \$0.45

Sable dyed opossum Muffs, full size; value \$5.50. at \$2.95

Furniture and Carpets

For Everyone and Everywhere. Underpriced.

The largest, finest, most complete and handsomest Carpet and Furniture Stores in this vicinage hold open house here to-morrow. The new Carpet Store makes brilliant showing through the whole length of the third floor of the East Building, the enlarged Furniture Store has rich and elaborate display on the third and fourth floors of the Central Building. Both have made most unusual preparations for to-morrow's and next week's selling—Carpets and Furniture of every fine sort are priced lower

than such things have ever cost. The Carpetings.

First, there is widest possible choice in Car-petings of every sort. Next, every Carpeting is from the best of American makers and the best those makers make. All are new and fresh and regular. Last, the prices are record prices even here. Carpeta. Ingrain Stair Carpets, 18 inches wide and reversible; regularly 25c, a yard, at

Ingrain Stair Carpets. 22 inch, reversible:reg-ularly 30c. a vard, at. 240 ularly 30c. a vard, at. 24c Ingrain Stair Carpets, 27 inch, revers le: regularly 35c. a vard, at. 29c Ingrains in over 100 patterns as follows: Extra super, all wool filling, regularly 50c. a yard, at. 39c a yard, at.

Byce Extra super, all wool filling, regularly 65c, and 75c a yard, at.

The celebrated Lowells, extra super, all wool, none better made—including 15 plain colors of fillings, regularly 85c, a yard, at.

Byce Monttor Mills, extra super, all wool, 3 ply, the best made, regularly \$1.10 a yard, at.

Byce Tapestry Brussels, regularly 60c, to 75c, a yard, at.

Byce, 45c, and 55c

Tapestry Brussels, regularly 85c, a yard, at.

Byce 45c, and 55c

Velvets, Stinson's, Sanford's and Smith's, Velvets, Stinson's, Sanford's and Smith's, the 3 best makers, regularly \$1.16 a yard. Aminster, Alex. Smith's Sons'; regularly \$1.00 to \$1.25 a yard at 75c. 85c.and 95c Bigelow Axminsters. Wilton Velvets and Savenneries; regularly \$1.56 to \$1.75 a yard, at \$1.05, \$1.15 and \$1.25

at S1.05, S1.15 and S1.25
Royal Wiltons and Imperial Bigelow Axminsters, in designs that are exclusive to us; regularly \$2.50 and \$3.00 a yard, at \$1.75
Idnoleums. The celebrated Wild make; all regular, well seasoned and perfect: 25 patterns and not less than 160 yards of any one; regularly 50c, and 75c, a yard, at 30c, and 55c
Rugs. A collection of the beautiful and excellent Axminster and Wilton Rugs, made by all of the best representative manufacturers.

turers.

The designs and colorings are rarely beautiful and the variety large enough to suit everyone. When you take into consideration the fact that our regular prices for them are considerably less than those generally prevailing you will appreciate their exceptional cheapness at the prices we are offering same.

The Axminster Rugs. 10c Axminister Rugs.
27 x 62 in. regularly \$2.25, at \$1.75
36 x 72 in., regularly \$3.75, at \$2.05
46 x 666 ft. regularly \$7.75, at \$5.50
8x9 ft. one piece, regularly \$16.10, at \$18.75
54 x 10% ft. regularly \$15.25, at \$16.25
9 x 12 ft., regularly \$21.50, at \$18.75 9 x 12 ft., seamless center, regularly \$31.50, at. \$27.50

The Wilton Rugs 9x12 ft., regularly \$32.00 and \$35.00, at \$28.50 9x15 ft., regularly \$41.50 and \$47.00, at \$37.25

10 1/2 x 13 1/2 ft., regularly \$44.00 and \$51.25, at \$30.50
500 Carpet Mats, from 1 to 1 1/2 yds, long, at from 25c, to \$1.00 each; easily worth twice the price.

The Furniture. Parlor Suites. 3 plece mahogany finish iniaid Parlor Suite, covered with damask; regular \$19.00, at \$12.50 3 piece mahogany finish iniaid Parlor Suite, covered with satin damask; regularly \$27.00, at \$20.00 3 piece mahogany finish iniaid Parlor Suite, upholstered seat and back; regularly \$65.00, at \$45.00

at \$45.00, 5 piece Parlor Suite, mahogany finish, inlaid, covered with satin damask; regularly \$33.00, at 5 piece Parlor Suite, mahogany finish, inlaid, covered with satin damask; regularly \$35.00, at \$26.00

5 pieces Parlor Suite, mahogany finish, inlaid, covered with satin damask; regularly \$55.00, at \$39.00

5 piece mahogany finish Parlor Suite, handsomely carved, covered with Verona velour; regularly \$115.00, at \$80.00

20 Mahogany Reception Chairs, upholstered in satin damask and tapestry; regularly \$12.00, at \$5.00

Coak Bureau, polished, with bevel French plate mirror, 2 swell top drawers, 2 large drawers, cast brass handles. \$12.50

Birdeye Maple Bedroom Suite, handsomely carved, 4 pieces, bed, bureau, chifionier and dressing table, regularly \$395.00 \$B00.00

Brass and Iron Beds.—Brass Bed, 14 post, bow foot, all sizes; regularly \$22.00, at \$15.00

Brass Bed 14 post, bow foot, T ball mounts throughout; regularly \$35.00, at \$28.00

Brass Bed, 2 in post, bow foot, T ball mounts throughout, and heavy mounts at head, foot; regularly \$45.00, at \$85.00

White Enamel Iron Bed, extended foot, brass trimmed \$2.50

White Enamel Iron Bed, brass rail and mounts head and foot; regularly \$6.00, at \$2.50

Extra Heavy White Enamel Iron Bed; bow

Extra Heavy White Enamel Iron Bed; bow foot, brass spindles, rings and ball mounts at head and foot; regularly \$11.50, at \$8.50 Mahogany Bureaus and Chiffoniers, that were formerly \$33.00, \$35.00, \$59.00, \$60.00 and \$72.00, at \$23.00, \$25.00, \$8.00, \$42.00 and \$50.00.

Oak Sideboard, with bevel French plate mirror base, with 2 swell top drawers, large drawer, 2 closets; regularly \$20.00, at \$15.00 Quartered oak Sideboard, with 3 bevel French plate mirrors, carved front, base 45x22, with 2 swell top drawers, 1 large linen drawer, 2 closets; regularly \$35.00, at \$26.00 Oak Sideboard, base 52x24, with bevel French plate mirror; regularly \$40.00, at ...\$30.00 Quartered Oak top Dining Table, beavy Quartered Oak top Dining Table, heavy carved legs and claw feet, extending 8 feet; regularly \$25.00, at \$20.00 Quartered Oak Dining Chairs, box trame, cane seats, highly polished; regularly \$2.75,

Building. Third & Fourth floors, Central Building.

Taffeta Silks---Crepe de Chine. Less Than Wholesale Cost.

Smallest prices in Silk history for such Silks as these-and enough for every one. The Silk Store will be a busy place to-morrow. This is why:

79c. Colored Taffeta Silks, 49c. a Yard.

\$1.25 and \$1.50 Crepe de Chine, 79c. a Yard.

7.500 yards of Crepe de Chine that never anywhere sold for less than \$1.25 to \$1.50 a yard. The maker intends to drop this particular quality, and to us has come his entire stock. Every piece is as perfect as Crepe de Chines may be made; every yard is rich and soft and clinging. Twenty-one colors altogether, including white and cream and black. Even 7.500 yards will not last long at to-morrow's little price of.

Main floor, West Building.

Women's Box Calf Shoes. A Record of Little Pricing.

This is the way of it. Months ago we bought the leather-selected Winter weight, box calf stock. Time for making Winter Shoes was over then, so we kept a maker busy all Summer making these for us. Money saved on the purchase of the leather, money saved on the making in dull time, makes these Shoes to-day the cheapest Winter Shoes we know about.

Because it was Summer there was plenty of time for the making and the utmost care was used to produce the shapeliest, smartest and strongest footwear. Soles are Goodyear welted extension-the best of machine sewing; heels are military; tips straight, three-quarters foxed and kangaroo tops. Ready to-morrow at

\$2.15 a Pair.

Second floor, West Building.

Hats for Women and Girls, \$2.25 to \$2.75 Sorts for \$1.38.

Such prices might be expected in January-scarcely now. These Velvet Hats are of extra fine quality in black and colors and in all of the leading shapes. Many are sample Hats just out of the designer's hands. All were made to sell for \$2.25 to \$2.75. Here, to-morrow, for \$1.38.

Main foor, Bast Building

Women's Suits and Skirts. Some Much Reduced---All Bargains.

Handsome tailored wear for women for the least such wear costs anywhere. seventy-five suits for first mention for the least such wear costs anywhere. Seventy-five suits for first mention fashion and including the blouse, fly front, double-breasted, tight-fitting and reeler jackets, and the circular and seven gore flare skirts. Materials are cheviots and venetians in black, navy blue, Oxford and blue mixtures, and the linings throughout are an excellent quality of tailets silk. The very finest class of tailor finishing is evident in these Suits, but they must make room here for still fresher arrivals, so down go the

Yesterday These Suits Were \$30.00 to \$50.00 -To-morrow Choose at \$22.50.

Draperies and Curtains.

Their Freshness and Economy.

variety, unmatched in its low pricing. That's because we import straight from the

makers the choicest of these window draperies. Two prices are quoted in almost all of the items which follow, one the value, the other to-morrow's price here. Value is

our own price usually, and to-morrow's price in each instance the smallest for which

our own price usually, and to-morrow's price in each instance the smallest for which such hangings have been sold. Thus:

Lace Curtains. Fine white Nottingham Lace Curtains, new designs, fine reproductions of high grade Renaissance brussels, tambord, brussels, Arabian, fine quality of lace, full width and 34 7ds, long. Assorted designs, special value at \$33.24, \$3.88 and \$4.24 a pair \$50 yards Imported Jute with dainty floral stree, suitable for long draperies, 50 inches with a value 75 years and \$200 yards.

The gathering of Lace Curtains in the Upholstery Store is unique in its immense

for the least such Skirts have ever cost anywhere-less than the cost of the making alone or less than the cost of the material al ne-whichever way you want to put it. They are made of handsome navy blue and Oxford gray diagonal cheviots and meltons finished with lap seams, neatly and care fully stitched, open fronts and inverted pleat backs. Around the bottom is the wide band and successive rows of stitching which characterizes the Pedestrian Skirt. Skirts of equal value anywhere cost \$5.50. There are enough to last the day here to-morrow at.

ut only 1 Skirt to a customer.

150 pairs white Nottingham Lace Curtains, heavy frish Point design, full width and 3% yds. long, excellent value \$2.25, special. \$1.59 a pair

White Irish Point Lace Curtains, St. Gall make, on fine net, excellent work in the latest designs, special at \$5.98 and \$8.48 pair

Real Renaissance Lace Curtains, net centers, fine lace insertion, trimmed with lace edge and lace corners, full width and 3% yds. long, \$5.50 value, special at \$5.98 a pair; \$18.98 value, special at ...\$13.08 a pair

Real Arabian Lace Curtains, net centers, with fine worked insertion and good lace edge, fine French made, full width and 3% yds. long, \$25.00 value, special.

Pedestrian Skirts.-Five hundred Skirts Separate Skirts. The handsomest low priced skirts that have been produced this season. Two hundred here—hardly enough season. Two hundred here—hardly enough to last the day—of excellent fast black cheviot serge, stram sponged and shrunk. Two styles, one the popular 7 gore flare, each gore finished with rows of stitching, the other the equally popular flaring flounce. They are made with inverted pleated back, lined with fine percaline, and there are all sizes to start with—20 to 30 inch waier. The large waistbands are made with extra fulness at the hips, too—a rarety except in high priced Skirts. Lengths are 39 to 46 inches, and the price ordinarily \$7.50; while they last choose at\$3.98 Second floor front, Central Bull ling.

fig'd center one side riain on the other with nch border, different color on each side, treatment for two rooms, two exclusive de-

signs, assorted colors, \$35.00 and \$37.50 a pair Couch Covers. Heavy reversible tapestry

Couch Covers, fringed all around, American made, reproduction of fine Oriental Couch Covers \$3.24 and \$5.75 Bagdad Couch Covers, cotton tapestry, fringed all around, American made, special. \$1.49

Third floor, front. Central Building.

Black French Crepons. \$2.75 Value for \$1.35 a Yard.

Most remarkable Crepon exploit of the

2.000 yards of silk and wool Crepons-all this season's importations - and the finest of these soft crackly fabrics. The patterns are made with large and small figures and stripes of lustrous silk on a ground work of the finest, strongest weaving of wool. These identical Crepons have been selling largely here at \$2.75 a yard-will sell again at that price when these are gone. Tomorrow, and while these 2,000 yards last, choose at \$1.85 yard.

To make your choosing easy we have cut the pieces into four, five and six yard

Main floor, rear, Central Butiding

Colored Venetian Cloth Its Smallest Price Anywhere ... 98c

Venetian Cloth has almost the lustre, the richness and the finish of broadcloth-if richness and the finish of broadcloth—if you get the right quality. And scarcely any fabric is so popular for Autumn gowns this season. Quite enough for to-morrow's selling here, made of a fine quality of wool, 45 inches wide, and in the leading shades of castor, brown, national and navy blue, red, garnet, gray, hunter's green, reseda and golf red. It cannot be matched anywhere in the entire sits for anything like its price here. tire city for anything like its price here.

OSo. a yard

Main floor, West Building.

Men's Winter Overcoats

\$13.50 Regularly - To-morrow, \$8.50.

The Overcoat event of the season—fit to mark the opening of the new Clothing Store for men.

These Overcoats are made of an all wool These Overcoats are made of an all wool black heavy weight frieze of excellent quality, with a strong mohair serge lining—the sleeves lined with satin. They have velvet collars, the seams raw edged and double stitched, and they are cut in the fashionable half box style, altogether as smart and snappy Coats as any one need care to wear. Sizes 31 to 44 regular, 30 to 46 stout. Full \$13.50 values for \$8.50.

Second floor, rear, East Bul ding.